The listing of claims below replaces all prior versions, and listings, of claims.

1. (Currently amended) A computer implemented method of evaluating a plurality of customer records to identify high value customers, each customer record having at least a first attribute and a second attribute, each of the first attribute and the second attribute having an associated attribute value, the method comprising:

    a) first assigning a discretized attribute score for each of the attribute values;

    b) first sorting the plurality of customer records in to an order based on the assigned discretized attribute scores associated with the first attribute;

    c) second sorting the plurality of customer records in to an order based on the assigned discretized attribute scores associated with the second attribute;

    d) third sorting the plurality of customer records in to an order based on the attribute values associated with at least the first attribute and the second attribute, until customer records, which have different attribute values associated with at least the first attribute or the second attribute, have been sorted to different ranks; [[and]]

    e) second assigning an evaluation score to each customer record which has been sorted[[.]] ; and

    f) based on the evaluation score, identifying high value customers.

2. (Currently amended) The method of claim 1, wherein step (a) includes the steps of:

    (i) breaking the plurality of customer records into a number of groups based on the attribute values; and

    (ii) for customer records of each group, assigning a discretized attribute score for the attribute values.

3. (Currently amended) The method of claim 2, further including the step of sorting the plurality of <u>customer</u> records in the order based on the attribute values associated with one of at least the first attribute and the second attribute.

4. (Currently amended) The method of claim 1, wherein step (a) includes the steps of:

    (i) breaking the plurality of <u>customer</u> records into quartiles based on the attribute values associated with one of at least the first attribute and the second attribute; and

    (ii) for <u>customer</u> records of each quartile, assigning one of the scores of 1, 2, 3, and 4 for the attribute values associated with the one of at least the first attribute and the second attribute.

5. (Currently amended) The method of claim 1, wherein step (e) includes the steps of:

    (i) splitting the <u>customer</u> records, which have been sorted, into a number of groups; and

    (ii) assigning an evaluation score for <u>the customer</u> records of each group.

6. (Currently amended) The method of claim 1, wherein step (e) includes the steps of:

    (i) splitting the <u>customer</u> records, which have been sorted, into 100 groups; and

    (ii) assigning an evaluation score of between 1 and 100 for <u>customer</u> records of each group.

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7. (Currently amended) The method of claim 1, wherein step (d) is performed until customer records, which have same assigned discretized attribute scores but different attribute values associated with at least the first attribute or the second attribute, have been sorted to different ranks.

8. (Currently amended) The method of claim 7, further including the steps of fourth sorting the plurality of customer records in the order based on the attribute values associated with the first attribute.

9. (Currently amended) The method of claim 8, further including the steps of fifth sorting the plurality of customer records in the order based on the attribute values associated with the second attribute.

10. (Currently amended) A computer implemented method of evaluating customers in the airline industry in a given period to identify high value customers, the method comprising:

   a) obtaining records of each customer' contribution factors with associated values, the contribution factors including at least net revenue and number of flights;

   b) first assigning a discretized score for each of the associated values;

   c) first sorting the records in order based on the assigned discretized scores associated with the net revenue;

   d) second sorting the records in order based on the assigned discretized scores associated with the number of flights;

   e) third sorting the records in order based on the associated values associated with at least the net revenue and the number of flights, until records, which have different associated values associated with at least the net revenue or the number of flights, have been sorted to different ranks; [[and]]

f) second assigning an evaluation score to each record which has been sorted[[.]]; and

g) based on the evaluation score, identifying high value customers.

11. (Currently amended) A computer architecture for evaluating a plurality of <u>customer</u> records <u>to identify high value customers</u>, each <u>customer</u> record having at least a first attribute and a second attribute, each of the first attribute and the second attribute having an associated attribute value, the computer architecture comprising:

a) means for first assigning a discretized attribute score for each of the attribute values;

b) means for first sorting the plurality of <u>customer</u> records in order based on the assigned discretized attribute scores associated with the first attribute;

c) means for second sorting the plurality of <u>customer</u> records in order based on the assigned discretized attribute scores associated with the second attribute;

d) means for third sorting the plurality of <u>customer</u> records in order based on the attribute values associated with at least the first attribute and the second attribute, until <u>customer</u> records, which have different attribute values associated with at least the first attribute or the second attribute, have been sorted to different ranks; [[and]]

e) means for second assigning an evaluation score to each <u>customer</u> record which has been sorted[[.]]; and

f) <u>means for using the evaluation score to identify high value customers.</u>

12. (Currently amended) A computer system for evaluating a plurality of <u>customer</u> records <u>to identify high value customers</u>, each <u>customer</u> record having at least a first attribute and a second attribute, each of the first attribute and the second attribute having an associated attribute value, the computer system comprising:

a processor; and

a memory coupled to the processor, the memory having stored therein sequences of instructions, which, when executed by the processor, cause the processor to perform the steps of:

first assigning a discretized attribute score for each of the attribute values;

first sorting the plurality of <u>customer </u>records in order based on the assigned discretized attribute scores associated with the first attribute;

second sorting the plurality of <u>customer </u>records in order based on the assigned discretized attribute scores associated with the second attribute;

third sorting the plurality of <u>customer </u>records in order based on the attribute values associated with at least the first attribute and the second attribute, until records, which have different attribute values associated with at least the first attribute or the second attribute, have been sorted to different ranks; [[and]]

second assigning an evaluation score to each <u>customer </u>record which has been sorted[[.]]<u>; and</u>

<u>based on the evaluation score, identifying high value customers.</u>

13. (Currently amended) An article, for use in evaluating a plurality of <u>customer </u>records <u>to identify high value customers</u>, each <u>customer </u>record having at least a first attribute and a second attribute, each of the first attribute and the second attribute having an associated attribute value, the article comprising:

at least one sequence of machine readable instructions in machine readable form,

wherein execution of the instructions by one or more processors causes the one or more processors to perform the steps of:

first assigning a discretized attribute score for each of the attribute values;

first sorting the plurality of <u>customer</u> records in order based on the assigned discretized attribute scores associated with the first attribute;

second sorting the plurality of <u>customer</u> records in order based on the assigned discretized attribute scores associated with the second attribute;

third sorting the plurality of records in order based on the attribute values associated with at least the first attribute and the second attribute, until <u>the customer</u> records, which have different attribute values associated with at least the first attribute or the second attribute, have been sorted to different ranks; [[and]]

second assigning an evaluation score to each <u>customer</u> record which has been sorted[[.]]<u>; and</u>

<u>Based on the evaluation score, identifying high value customers.</u>